

PLANNING GUIDE

2008



There's no place like ...

HOME CARE®

FOR BUSINESS LEADERS IN HOME MEDICAL EQUIPMENT

www.homecaremag.com

Qualified Circulation



Legislative & Regulatory News



Business & Operations Insight



Product Information & Market Trends

the Home Medical Equipment market

HomeCare's marketing power begins with its unsurpassed circulation. Serving key market leaders, *HomeCare* delivers industry intelligence and your marketing message to the most powerful circulation in the industry.

Subscriber Snapshot

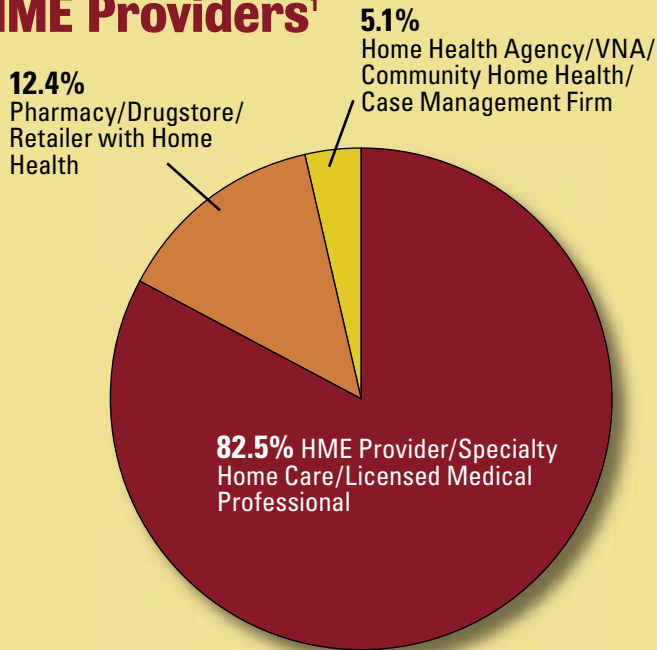
- The only magazine in the market with **100% personal direct request**¹
- **91% of these subscribers** have either renewed or become subscribers within the year¹
- *HomeCare* readers spend **an average of almost one hour** reading a typical issue (52 minutes)
- Most subscribers **save their issues of HomeCare** and refer to them for an average of 8 months
- **71% of subscribers** share their issues with others



¹HomeCare June 2007 BPA Worldwide Circulation Statement/May 2007. ²Publisher's Own Data. All other data from 2006 HomeCare Reader Profile Study.

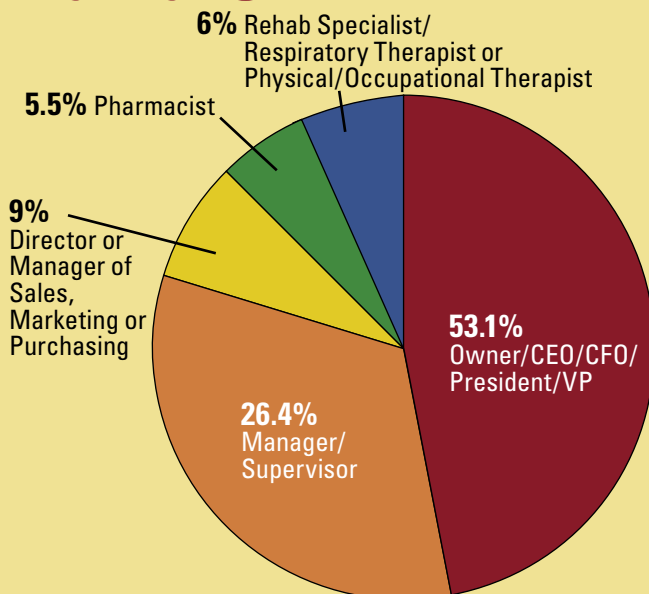
Purchasing Power

Connecting Advertisers to HME Providers¹



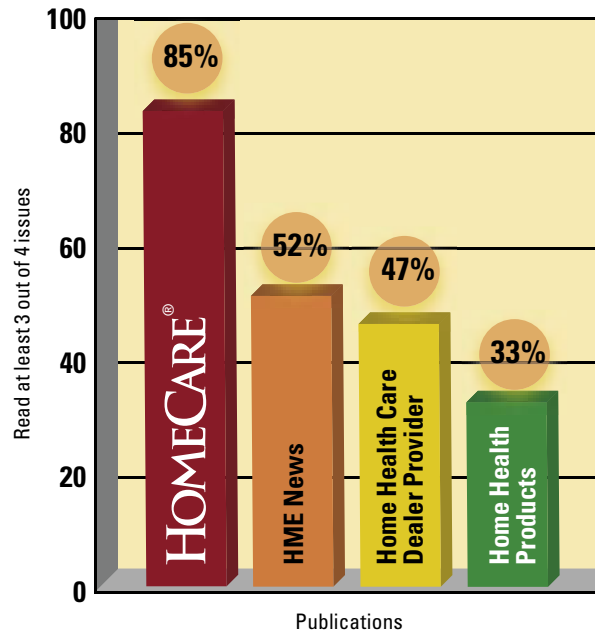
The Right Read The Right Reach

HomeCare Delivers the Key Buying Titles²



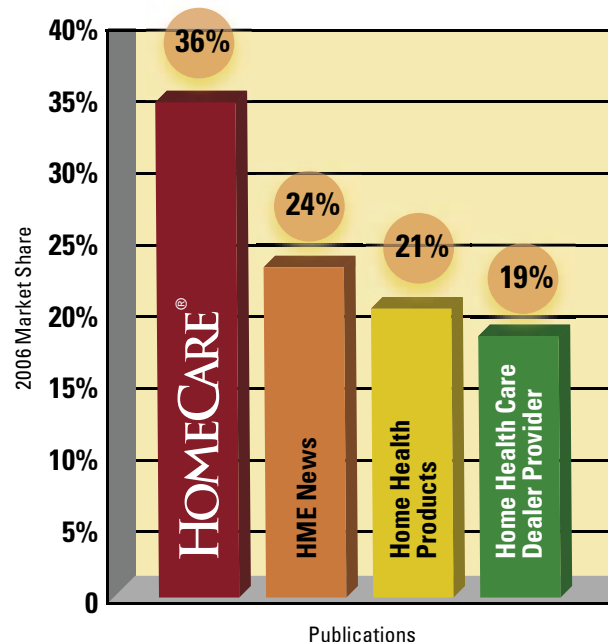
No other publication is read more than *HomeCare*³

HomeCare provides information that helps HME providers succeed—and readers know it. That's why it is the most read publication in the industry.



#1 in Marketshare/Ad Pages⁴

HomeCare delivers results. Measurable ROI. That's why advertisers choose *HomeCare* over its competitors, and have for years.

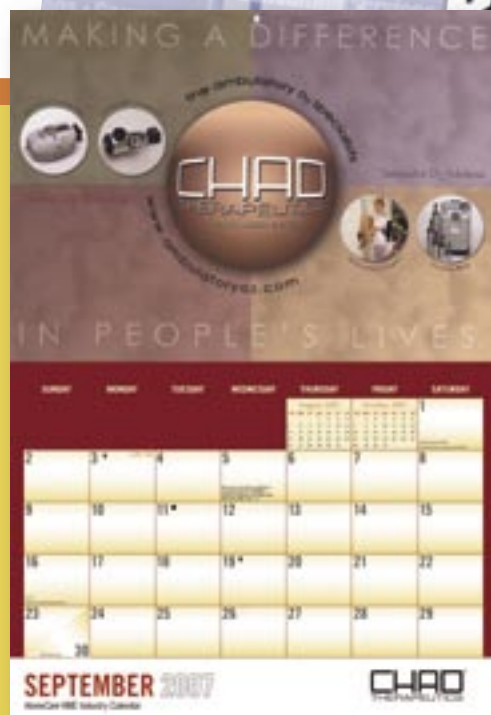


1. June 2007 HomeCare BPA Worldwide Statement, May 2007 2. Publisher's Own Data. 3. 2004 HomeCare Reader Profile Study 4. Based on Market Share Analysis Report for January 2006-December 2006, Inquiry Management System. All other data from 2006 *HomeCare* Reader Profile Study.

Annual Buyers' Guide

Influence purchases all year long with the most comprehensive Buyers' Guide in the HME Industry. HME professionals rely on the *HomeCare* Buyers' Guide to help make purchasing decisions repeatedly throughout the year. Plus, enjoy the power of a one-two advertising punch because your listing appears both in print and online.

44% of subscribers who keep the Buyers' Guide refer to it at least monthly and save it for an average of 9.5 months.



Annual Industry Wall Calendar

Every year, your customers use this functional calendar of events to plan schedules and keep track of important dates. The professionals who buy your products/services will see your ad every day for your month of sponsorship. Advertising opportunities are limited so contact your sales manager today.





HomeCareXtra is a special focused tabloid published quarterly as a supplement to HomeCare magazine. It allows advertisers to reach a specific market sector by concentrating on a single theme each issue. These issues offer readers in-depth information, including original research from the HomeCare editorial team in the industry's most dynamic segments.

HomeCareXtra 2008

ISSUE	SPECIAL FOCUS	BONUS DISTRIBUTION	CLOSING DATES
Spring	Mobility	Medtrade Spring May 7-9, Long Beach, CA	Space: Jan. 18, 2008 Material: Jan. 23, 2008
Summer	Respiratory		Space: April 18, 2008 Material: April 25, 2008
Fall	Medtrade Planner	Medtrade 2008 October 27-30, Atlanta	Space: Sept. 19, 2008 Material: Sept. 24, 2008
Winter	Sleep		Space: Nov. 21, 2008 Material: Nov. 28, 2008

Rates

4-color rates:

SIZE	1x
Full Tabloid	\$5,480
Jr. Tabloid	\$4,990
1/2 Page	\$4,240
1/3 Page	\$3,310
1/4 Page	\$2,850

b/w rates:

SIZE	1x
Full Tabloid	\$4,905
Jr. Tabloid	\$4,415
1/2 Page	\$3,665
1/3 Page	\$2,735
1/4 Page	\$2,275

* 2-color available for an additional \$285 above the b/w rates

Cover and preferred positions

Back Cover: Add 25% to space and color

Inside Covers: Add 15% to space and color

Note: Cover positions are not subject to cancellation. All other preferred positions add 10% to space and color costs.

Dimensions*

(Tabloid Size)


Tab Trim Size	10 3/4" x 13"
Tab Bleed	10 7/8" x 13 3/8"
Tab Spread Bleed	21 3/4" x 13 3/8"
Tab Spread Non-Bleed	21 1/2" x 13"
1/2 Tab Horizontal Non-Bleed	9 3/4" x 6 1/4"
1/2 Tab Horizontal Bleed	10 7/8" x 6 5/8"
1/2 Tab Vertical Non-Bleed	4 5/8" x 12 1/4"
1/2 Tab Vertical Bleed	5 3/8" x 13 3/8"
1/4 Tab Horizontal	7" x 4 1/4"
1/4 Tab Standard	4 5/8" x 6 1/4"
Junior Page Non-Bleed	7" x 10"
Junior Page Bleed	7 5/8" x 10 3/8"
Junior Spread Non-Bleed	15 1/4" x 10"
Junior Spread Bleed	16" x 10 3/8"
2/3 Junior Vertical	4 1/2" x 10"
1/2 Junior Page Island	4 1/2" x 7"
1/2 Junior Horizontal	7" x 4 7/8"
1/2 Junior Vertical	3 3/8" x 10"
1/3 Junior Square	4 1/2" x 4 7/8"
1/3 Junior Vertical	2 1/4" x 10"
1/4 Junior Standard	3 3/8" x 4 7/8"
1/4 Junior Horizontal	4 3/4" x 3"
1/4 Junior Vertical	2 1/4" x 6 1/4"
1/6 Junior Horizontal	4 1/2" x 2 1/4"
1/6 Junior Vertical	2 1/4" x 4 1/2"

* All critical ad content should be kept 1/4 inch from all trims.

To reserve your ad space now, contact:

**Kent Peterson, National Sales Manager/
Western Region Sales**
(913) 981-6137, kpeterson@homecaremag.com

John McNamara, Eastern Region Sales
(913) 981-6130, jmcnamara@homecaremag.com

ISSUE	SPECIAL FEATURE	MARKET ANALYSIS	PRODUCT FOCUS	CLOSING DATES	BONUS DISTRIBUTION	IN EVERY ISSUE
January		Power Wheelchairs	Beds & Support Surfaces	Space: December 7, 2007 Material: December 14, 2007		<p><i>HomeCare's</i> exclusive expert columns and departments give readers the information they want each month, every issue.</p> <ul style="list-style-type: none">■ AAHomecare Update■ Accreditation Now■ Better Business■ Billing & Reimbursement■ Compliance University■ Good Thinking■ HomeCare Web Poll■ Headline News■ New Products■ On The Home Front■ Sales Notebook■ Washington Wit & Wisdom <p>EVERY TOPIC HAS ONLINE POTENTIAL </p> <p>Sponsor any of the subjects in the Editorial Calendar through one of our many online mediums. Editorial topics may be featured, expanded upon and presented in the following online channels:</p> <div><ul style="list-style-type: none">• PODCASTS• WEBINARS• WHITE PAPERS<ul style="list-style-type: none">• ASK THE EXPERTS• SPECIAL REPORTS• ONE-STOPPS</div> <p>In addition to attracting our print audience, our robust suite of multimedia products reaches potential customers beyond the traditional <i>HomeCare</i> subscriber. Choose the perfect complement to your print marketing campaign.</p>
February		Diabetes	Sleep Therapy	Space: January 4, 2008 Material: January 11, 2008	AAHomecare Legislative Conference March 4-6, Washington, D.C.	
Spring HomeCareXtra—Mobility				Space: January 18, 2008 Material: January 25, 2008	Medtrade Spring May 7-9, Long Beach, CA	
March		Bath Safety	Oxygen	Space: February 8, 2008 Material: February 15, 2008		
April	Medtrade Spring Issue Accreditation Survey	Patient Lifts & Transfer Devices	ADLs/Ambulatory Aids	Space: March 7, 2008 Material: March 14, 2008	Medtrade Spring May 7-9, Long Beach, CA	
May		Scooters	Incontinence/Skin Care	Space: April 4, 2008 Material: April 11, 2008	Heartland Conference June 9-12, Waterloo, Iowa	
Summer HomeCareXtra—Respiratory				Space: April 18, 2008 Material: April 25, 2008		
June	Competitive Bidding Survey	Bariatrics	Orthopedic Softgoods/ Compression Hoisery	Space: May 9, 2008 Material: May 16, 2008		
July	30th Anniversary Issue	Beds & Support Surfaces	Software/Technology	Space: June 6, 2008 Material: June 13, 2008		
August		Vehicle Lifts, Ramps/Auto Accessories	Diabetes	Space: July 7, 2008 Material: July 14, 2008		
September	Salary Survey	Sleep Therapy	Manual Wheelchairs & Accessories	Space: August 8, 2008 Material: August 15, 2008		
Fall HomeCareXtra—Medtrade Planner				Space: September 19, 2008 Material: September 26, 2008	Medtrade 2007 October 27-30, Atlanta	
October	Medtrade 2008 Issue	Orthopedics/Orthotics & Prosthetics	Pediatrics	Space: September 5, 2008 Material: September 12, 2008	Medtrade 2007 October 27-30, Atlanta	
November		Oxygen	Scooters	Space: October 3, 2008 Material: October 10, 2008		
Annual Buyers' Guide 2009 The Most Comprehensive Buyers' Guide in the HME Industry				Space: October 17, 2008 Material: October 24, 2008		
December	Forecast Survey	Incontinence	Lifts, Ramps & Transfer Devices	Space: November 7, 2008 Material: November 14, 2008		
Winter HomeCareXtra—Sleep				Space: November 21, 2008 Material: November 28, 2008		

Calendar and bonus distribution subject to change. Ask your sales manager for the most current information or visit <http://homecaremag.com/advertisers>

2008 Advertising Rates

four-color rates:

SIZE	1x	6x	12x	18x	24x
Full Page	\$5,240	\$4,900	\$4,640	\$4,470	\$4,390
2/3 Page	\$4,550	\$4,265	\$4,050	\$3,900	\$3,840
1/2 Island	\$4,310	\$4,045	\$3,850	\$3,710	\$3,650
1/2 Page	\$3,920	\$3,695	\$3,520	\$3,400	\$3,345
1/3 Page	\$3,180	\$3,090	\$2,870	\$2,780	\$2,740
1/4 Page	\$2,715	\$2,575	\$2,475	\$2,400	\$2,370

black & white rates:

SIZE	1x	6x	12x	18x	24x
Full Page	\$4,290	\$3,950	\$3,690	\$3,520	\$3,440
2/3 Page	\$3,600	\$3,315	\$3,100	\$2,950	\$2,890
1/2 Island	\$3,360	\$3,095	\$2,900	\$2,760	\$2,700
1/2 Page	\$2,970	\$2,745	\$2,570	\$2,450	\$2,395
1/3 Page	\$2,230	\$2,140	\$1,920	\$1,830	\$1,790
1/4 Page	\$1,765	\$1,625	\$1,525	\$1,450	\$1,420

Specialty Color Rates

Add the following charges to Black & White rates:

AAA Standard Colors, extra per page	\$425
Matched Color, extra per page	\$670
Metallic Inks, extra per page	\$1,080

Bleed Charge: Add 10% to space and color cost

Cover and Preferred Positions

Back Cover: Add 25% to space and color

Inside Covers: Add 15% to space and color

Note: Cover positions are not subject to cancellation

Quarterly Web Guide

The Quarterly Web Guide is included in the March, June, September and December issues of *HomeCare*. These 1/8 page, black-and-white boxed ads are a cost-effective way to drive traffic to your Web site 2007 Rate (net): **\$450**

Classified Advertising

Available in 12 monthly issues. \$2.50 per word, per insertion. Minimum \$45. Payable in advance. Add \$50 for blind box numbers; \$170 per inch for boxed ad; \$25 for formatting. All charges non-commissionable.

To reserve your ad space now, contact:

Kent Peterson, National/Western Region Sales Manager
(913) 981-6137, kpeterson@homecaremag.com

John McNamara, Eastern Region Sales
(913) 981-6130, jmcnamara@homecaremag.com

Gary Kazmier, Classified Ads
(800) 443-4969 ext. 4, Gary.Kazmier@penton.com



Production Specs

HomeCare magazine Dimensions

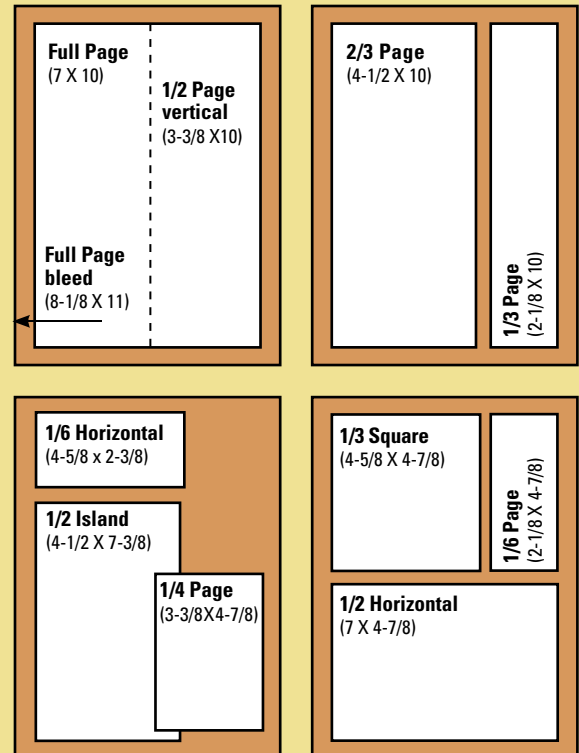
Publication Trim Size: 7 7/8" x 10 3/4"

Non-Bleed	Width x Depth
Full Page	7" x 10"
Two Page Spread	14 3/4" x 10"
2/3 Page	4 1/2" x 10"
1/2 Page Vertical	3 3/8" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Island	4 1/2" x 7 3/8"
1/3 Page Square	4 5/8" x 4 7/8"
1/3 Page Vertical	2 1/8" x 10"
1/4 Page	3 3/8" x 4 7/8"
1/6 Page Vertical	2 1/8" x 4 7/8"
1/6 Page Horizontal	4 5/8" x 2 3/8"

Bleed	Width x Depth
Full Page	8 1/8" x 11"
Two Page Spread	16" x 11"
Two Page Spread Trim	15 3/4" x 10 3/4"

All critical ad content should be kept 1/4 inch from all trims. Spread ads should allow a total of 1/2 inch safety in gutter. SPACE UNIT SIZE IN INCHES: Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

Printing Method: Web Offset • Binding: HomeCare: Perfect Bound; HomeCareXtra: Saddle-stitched • Ink: SWOP standard and four-color process • Line screen: 133 lines per inch



Digital material requirements

Advertisers are to submit advertising materials in a digital format prepared according to the following guidelines:

■ PDF Format:

Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentonads.com. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

■ Preferred Applications:

QuarkXpress™; Adobe Pagemaker®; Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

■ Photos:

300 dpi, actual size, CMYK color model, .tif or .eps format.

■ Line Art/Text:

600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

■ Fonts:

When submitting application files, include screen and printer fonts for use in producing the ad. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

■ Lettering:

Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

■ Color Tone Values:

To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50).

Any one color with a required value over 85% should be made solid.

■ Color Mode:

Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

■ Proofs:

We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOPcertified proof.

■ Media:

Mac or IBM CD, Zip 100, floppy; FTP Upload: <ftp://adclient:adclient@ftpserver2.penton.com/vendors/prepressop>. Please contact the publication

Shipping Instructions:

Send all advertising contracts, insertion orders, materials, and correspondence to:

Heather Green
Production Coordinator
HomeCare
9800 Metcalf Ave.
Overland Park, KS, 66212
Phone: (913) 967-1753
Fax: (913) 514-6825
Heather.Green@penton.com

Production Coordinator when files are submitted.

■ Conversion Charge:

Ad materials supplied as film will be converted to a digital file at the cost of \$50.00 per ad. Advertising materials must be shipped prepaid to publication to arrive by the materials due date.

Integrated Marketing Opportunities

Beyond the Printed Page

Maximize the value of your marketing dollars.



Capitalize on the synergistic effect of print, online and trade show marketing to increase awareness, interest and purchases. *HomeCare* delivers a full spectrum of media solutions that gives your messages high-impact visibility at every stage of the purchasing cycle.

- Belly bands
- Business reply cards
- CD sleeves
- Cover tips
- Cross-promotion
- Custom publishing
- Gate and barrel folds
- Inserts
- Lists and databases
- Online sponsorships
- Polybags
- Posters
- Post-It Notes®
- Premium positions
- Reprints
- Research
- Ride-alongs
- Stickers
- Tabs
- Tip-ins
- UV coating
- Wall Calendar

SPECIAL POSITIONS: In addition to cover positions, special positions may be available. Contact your advertising sales manager for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

INSERTS: Please contact your sales manager for complete costs, specs and shipping instructions.

COVER POSITIONS: (See published rates.) Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

LATE COPY POLICY: Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

COPY CHANGES: When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

CONVERSION/HANDLING CHARGES: Conversion to Publisher's requirements will be billed at Publisher's cost.

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation

of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in

the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts

allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

DEFINITIONS: As used in this section and this rate card, the term "Publisher" shall refer to HomeCare and its parent company.

Online Marketing

Executives turn to B2B Web sites first when researching new purchases¹. Capture their attention with *HomeCare's* innovative online marketing products. Whether you're looking to build your brand, showcase a product, generate leads or drive traffic to your Web site, *HomeCare* offers versatile programs that make it easy and cost-effective to communicate with power.

Branding & Awareness:

In the home medical equipment industry, strong brand recognition and market leadership is vital. Use the combined power of your company's message and *HomeCare's* brand equity to build awareness of your brand and reach your target audience.



Web site sponsorship

When you want to reach home medical equipment providers online, you need the source they use every day—www. HomeCareMag.com. HomeCareMag.com is the leading site for breaking news in the HME industry, delivering superior content to an

influential audience. Advertise alongside this targeted content to reach home health care professionals as they search for all they need to know.



E-Newsletters

Recently awarded a Gold Award from the American Society of Health Publication Editors for best e-newsletter, *HomeCare Monday* is a must-read, weekly e-newsletter that delivers the latest headlines and the best insight on current industry events. Feature your message on this highly respected online news vehicle targeted to influential home medical equipment professionals.



E-mail Advertorials

Need a more customized environment to convey your message? Tap into our database of home medical equipment professionals with an advertorial e-mail publication created exclusively for you and distributed to our highly responsive lists.



E-Vendor Spotlight

Connect with home medical equipment providers directly with *HomeCare's* e-Vendor Spotlight, an e-mail sponsorship dedicated to your company's products or services. Showcase your products/services, drive traffic to your Web site, announce a prestigious award, kickoff a product launch, promote your booth right before a show, or offer a free white paper.



Ask the Experts:

Providing expert advice and savvy business solutions is the best way to set yourself apart from your competitors. Answer category-specific questions from visitors to HomeCareMag.com, demonstrate your expertise and establish an interactive dialogue with your customers – all within the powerful environment of our brand.

Lead Generation:

Shorten your sales cycle. Enhance and develop your lead generation programs with *HomeCare's* powerful marketing solutions.

Webinars/Webcasts

Drive ROI, raise brand awareness and generate qualified leads. Webinars are sponsored online events that allow participants to interact real-time with key industry leaders to discuss new solutions, best practices and actual case studies. We'll implement an aggressive marketing campaign for a seamless, powerful sales and marketing solution.

White Papers & Research

Share your knowledge and strengthen your brand as you capture qualified leads. Promote and distribute your white papers, industry research and articles to our targeted audience and we'll generate leads via our customizable registration forms.

¹Business Media Study, Harris Interactive, June 2006

Contacts

Who's Who at HOMECARE®

Publisher



Gregg Herring

(770) 618-0333

Gregg.Herring@penton.com

Sales



Kent Peterson

National Sales Manager/Western Region Sales

(913) 981-6137

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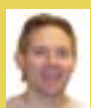


John McNamara

Eastern Region Sales

(913) 981-6130

jmcnamara@homecaremag.com



Gary Kazmier

Classified Ads

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Gary.Kazmier@penton.com

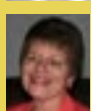
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Coordinator*

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infousa.com

Award-Winning Content

In the last 15 years alone, *HomeCare* has been honored with more than 20 awards for editorial and design excellence, offering the kind of referenced and respected content that makes your marketing more effective.



American Society of Healthcare Publication Editors (ASHPE)

2007 Bronze Award

2006 Gold Award

2005 Bronze Award



Magazine Association of the Southeast (MAGS)

2006 Silver Award, Bronze Award

2005 Gold Award, Silver Award

2004 Gold Award

2003 Gold Award



Western Publications Association (WPA)

2002 Gold Award

2001 Gold Award

2000 Gold Award

1999 Gold Award

1998 Gold Award

1997 Gold Award

1996 Best Overall Trade Magazine

1995 Gold Award

1994 Gold Award

1993 Gold Award



American Society of Business Publication Editors (ASBPE)

1999 Magazine of the Year

1997 Gold Award



American Business Media Jesse H. Neal Award

2003 Finalist

1998 Best Single Issue

1998 Best Article Series

About Penton Media, Inc.

Headquartered in New York, Penton Media, Inc. is one of the nation's largest business-to-business media and information companies, serving more than six million business professionals every month. Its market-leading brands are focused on 30 industries. The company was formed through the combination of Prism Business Media and Penton Media. Its growing portfolio includes 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences and more than 500 information data products. The privately held company is owned by U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, its co-investors, and by MidOcean Partners. For additional information on the company and its businesses, visit www.penton.com.